



## MEMORANDUM

**To:** Parks and Recreation Board Members  
Environmental Board Members

**From:** Jesus M. Olivares, Director  
Parks and Recreation Department

**Date:** October 23, 1997

**Subject:** 1996-97 Annual Concession Report

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In accordance with City of Austin Ordinance No. 890126-P (now Chapter 11 – 3 of the Austin City Code, 1992), known as the Town Lake Ordinance, attached is the 1996-97 Annual Concession Report, the eighth annual review of concessions on Town Lake. The Town Lake Ordinance requires that an annual report concerning the status of concessions in Town Lake Park, including the Zilker Park area, be prepared by the Parks and Recreation Department and presented to the Parks Board and the Environmental Board.

Also incorporated in this report are proposed revisions to the "Concessions on City Parkland Policy". These revisions were made through a Concession Sub-committee, which included representatives of the Parks and Recreation Board, the Environmental Board and Parks Department staff.

Within 30 days of receipt of the report, you are required to make a recommendation to Council regarding appropriate concessions in Town Lake Park, the status of existing concessions and the advisability of issuing Requests for Proposals (RFP) for any new concessions. Additionally, I am requesting that your review include the proposed revisions to the Concession Policy.

If you have any questions, please contact me at 499-6716.

  
Jesus M. Olivares, Director  
Parks and Recreation Department

CITY OF AUSTIN  
RECOMMENDATION FOR COUNCIL ACTION



AGENDA ITEM NO.: \_\_\_\_\_  
AGENDA DATE: 10/02/97  
RCA TYPE: ordinance  
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**SUBJECT:** Approve naming the facility known informally as Central City Entertainment Center "Millennium Youth Entertainment Complex".

**AMOUNT & SOURCE OF FUNDING:** N/A. Funding will be included in Bid Package #3.

**REQUESTING DEPT:** Parks and Recreation      **DIRECTOR'S SIGNATURE:** *Kendall Moss for Jesus M. Bli*  
**FOR MORE INFORMATION CONTACT:** Kendall Moss, 499-6714

**PRIOR COUNCIL ACTION:** N/A

**BOARD AND COMMISSION ACTION:** Recommended unanimously by Central City Entertainment Center Advisory Board 9/9/97.

-----REQUIRED AUTHORIZATION-----

**LAW:** Charles Brothers      **FINANCE:** Charles Curry  
**OTHER:** \_\_\_\_\_      **CITY MANAGER:** \_\_\_\_\_

The facility to be built at 1156 Hargrave has been informally known as the Central City Entertainment Center (CCEC). When complete, the site will include a food court, 16-lane bowling alley, in-line/roller skating rink, movie theatre and family entertainment area. Anticipated Grand Opening will be in December 1998.

As development plans proceeded, the CCEC Advisory Board sponsored a contest to recommend a name for the new center which would tie into a theme of "a tribute to the reduction of youth violence". 71 suggestions were received. At their 9/9/97 meeting, the CCEC Board selected Millennium Youth Entertainment Complex as their recommendation to City Council.

This name was suggested by Stephanie Pena of 6021 Carnation Terrace. Ms. Pena's nomination referred to "millennium" as a word that connotes "a period of great happiness or human perfection". The nomination also mentioned a need for the community to "pull together...so that the youth east of IH 35 can experience...happiness and pride that comes from having a facility such as this in their own back yard....This center could be viewed as a huge, beautiful back yard, where violence is not only forbidden, but also unnecessary".

The Complex's signs will be installed as part of bid package #3.

The CCEC Board recommends adoption of the proposed name by the City Council.

APPLICATION FOR FACILITY NAMING

I/We The CCEC Advisory Board request that the name of Millennium Youth Entertainment Complex be considered for the Person

proposed entertainment complex facility located at 1156 Hargrave

Biographical Synopsis: n/a  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Justification: The CCEC Advisory Board voted unanimously in favor of this name, which was suggested by Ms. Stephanie Pena as part of a contest sponsored by the Board. Ms. Pena's nomination referred to "millennium" as a word that connotes "a period of great happiness or human perfection." The nomination also stated that there is a need for the community to "pull together..so that the youth east of IH-35 can experience...happiness and pride that comes from having a facility such as this in their own back yard."

Estimated cost for replacement of signs and plaques \$600.  
I\We will pay full cost \_\_\_\_\_ or will participate \_\_\_\_\_ % in the cost.

Submitted to the Public Works Department this 12th day of September 1997.

Kendall Moss  
Signature

**EEYORE'S BIRTHDAY PARTY  
TASK FORCE  
(DRAFT--10/23/97)**

**REPORT TO THE CITY COUNCIL**

November 1997

In April of 1997, the City Council requested that a task force be established "to address future staging" of Eeyore's Birthday Party "at Pease Park or another location." This report, which was adopted by the task force, contains a brief history of Eeyore's Birthday Party, a description of the task force's membership and meetings, and a synopsis of the considerations discussed by the group. It concludes with the task force's reasons for recommending that the event be moved to Waterloo Park.

History of the Event

Eeyore's Birthday Party is a free, annual event sponsored by the University of Texas YMCA. It includes music, games, and other entertainment and attracts several thousand participants each year. Non-profit vendors at the event sell food, drinks, and other items.

The first Eeyore's Birthday Party took place in Eastwoods Park, just north of the University of Texas (UT) campus, in 1963. In 1978, the event moved to Pease Park, where it has remained for 20 years.

For several years, the Parks and Recreation Department (PARD) and residents of the neighborhood immediately adjacent to Pease Park have expressed concerns about holding the event at Pease. The concerns have centered on parking, traffic, parkland vegetation maintenance, and safety issues.

In 1979, PARD recommended moving the event to another site. In 1983, Council approved Eeyore's in Pease for 1983 but discussed moving the event in future years. (See Attachment "A.") In 1984, PARD again recommended moving the event to another site, but Council voted to permit the event at Pease with Auditorium Shores as "an alternative site." (See Attachment "B.") In 1985, PARD once again recommended moving the event to another site. (See Attachment "C.") However, the event remained at Pease Park.

The event was originally held on Fridays, but in 1986 the event day was changed to Saturdays. The last Saturday of April has become established as the date for the party, which has remained in Pease Park each year.

In 1994-1995, PARD drafted a Special Events Policy. (See Attachment "D.") The Parks and Recreation Board held a public hearing on the policy on May 23, 1995. On June 13, 1995, the Parks and Recreation Board voted unanimously to recommend the policy to the City Council.

(See Attachment "E.") The policy was presented to Council, but Council never voted on the policy.

The Special Event Policy makes reference to events at Pease Park: "Events which were held in Pease Park during 1994-95 would have the option to continue in Pease Park; however, should any of these events no longer be held, no event will be permitted as a replacement. No new events larger than group picnics with an expected attendance of 500 will be allowed in Pease Park due to the lack of parking and event amenities." (See Attachment "D," p. 9.) (Note: On July 8, 1997, the Parks and Recreation Board voted to conduct a review of the Special Events Policy.)

After the 1996 event, PARD staff met with the Eeyore's organizers and discussed options for the event. PARD asked that certain steps be taken if the organizers intended to hold the 1997 event in Pease Park. PARD also suggested alternative locations for the event. (See Attachment "F.") The event organizers did not find the options acceptable, and PARD informed the event organizers that Pease Park would not be reserved for the event. (See Attachment "G.")

On April 9, 1997, PARD staff met with the Eeyore's organizers. The organizers agreed to take several steps to address traffic, security, and parking issues at the event; and PARD agreed to allow the reservation at Pease Park. PARD recommended that the event be moved to a new location after the 1997 event. (See Attachment "H.")

On April 10, 1997, Council passed a resolution directing PARD "to meet with Old Enfield Neighborhood representatives and event organizers to allow Eeyore's Birthday Party to be held at Pease Park on April 26, 1997." The resolution also stipulated that "a working group of neighborhood representatives, event organizers and Parks and Recreation Department staff be convened to address future staging of the event at Pease Park or another location." (See Attachment "I.") The Council requested that the working group report back to Council in October 1997.

Following the direction of Council and prior to the 1997 event, PARD met with representatives of the Old Enfield Neighborhood Association and Eeyore's organizers. At the meeting, the event organizers agreed to take several additional steps to improve the logistics of the event and to diminish the event's impact on the park and surrounding area. (See Attachment "J.") The steps taken at the 1997 event resulted in a significant decrease in problems associated with the event.

#### Task Force Membership and Meetings

At the City Council meeting on April 10, 1997, the Council provided direction regarding the composition of the Eeyore's Birthday Party Task Force. Consistent with that direction, PARD staff set up the task force. The membership was outlined in a memo from Kendall Moss to the Mayor and Council Members on April 23, 1997. (See Attachment "J.") At the request of the Parks and Recreation Board, the Board's representation on the task force was increased from one representative to three. Representatives on the task force included the following:

Parks and Recreation Department: Kendall Moss and Warren Struss

Parks and Recreation Board: Rosemary Castleberry, Dewayne Naumann, and Mary K. Isaacs

Bouldin Creek Neighborhood Association: Gardner Selby (replaced by Susan Cook)  
Eeyore's Birthday Party organizers: Stacy Suits and Stewart Smiley  
University Area Partners: Mike McHone  
Old Enfield Homeowners' Association: Jim Christensen and Tina Contros

Rosemary Castleberry was elected chair of the task force. The task force met four times. Minutes from the meetings are attached (Attachment "K"). At the meetings, the group discussed the event, its impact on the area, other possible locations for the event, and the potential effect of the event on alternative sites.

### Considerations

Major location considerations discussed by the task force included proximity to the UT campus, presence of trees and shade, impact on parkland vegetation, availability of the venue on the target weekend (the last weekend of April), cost, parking availability, traffic, and neighborhood impact.

The Eeyore's organizers expressed a desire to have a 5- to 10-year contract between the University YMCA and PARD to assist them in planning the event. Such a contract would also make it easier for them to make a long-term commitment to making improvements to a park.

There are very few public open spaces close enough to the UT campus to be satisfactory to the event organizers and large enough for the Eeyore's crowd. Although Lake Walter E. Long and the Travis County Exposition and Heritage Center are large enough for the event, the organizers believe that these sites are too far from the UT campus to attract a suitable crowd.

Other sites that are large enough and relatively close to campus are already booked with annual events for the last weekend of April. Zilker Park is the site of Safari the last weekend of April. Sixth Street hosts the Pecan Street Festival at that time.

The Special Events Policy also precludes Eeyore's from moving to some sites. According to the policy, Zilker Park is to have only one major event per year, and Auditorium Shores event days are capped at 30 per year, with a goal of decreasing the number of Auditorium Shores events to 25 per year. The number of events at Auditorium Shores has not yet decreased to 25.

Other locations discussed included the UT intramural fields and the Southpark Meadows. The task force members agreed that it was very unlikely that UT would allow the event at the intramural fields, and the event organizers believe that parking and mass transit problems, in addition to the lack of shade, make it unacceptable. Southpark Meadows was also rejected.

### Recommendation

The task force's discussions eventually centered on two parks: Pease and Waterloo. Both parks are close to the UT campus. For fiscal year 1997-98, reservation fees at Pease and Waterloo will be equal (\$500 per day), and insurance requirements are the same for special events at both parks.

Although they see some benefits to Waterloo, such as decreased costs for shuttles, Eeyore's organizers are concerned that the park's size, slopes, and shrubbery will have a negative effect on

the layout of the event. (See Attachment "L.") PARD contends that the usable areas of Waterloo and Pease are approximately the same. Maps of the two parks are attached.

Waterloo Park is available the last Saturday of April 1998. The major positive factors at Waterloo are the street layout and the available parking and lack of traffic on Saturdays. There is no residential neighborhood surrounding Waterloo. It is the PARD staff's opinion that because the grass at Waterloo is better established, the turf there should recover from the event more quickly than the turf at Pease.

The task force voted 6-4 to move the event to Waterloo Park. Representatives of the Parks and Recreation Board (2), the Old Enfield Homeowners' Association (2), and PARD (2) voted for Waterloo. Representatives of Eeyore's Birthday Party (2), the Bouldin Creek Neighborhood Association (1), and the University Area Partners (1) voted for keeping the event at Pease.